

# 2015 ANNUAL REPORT





## TOM SHEPPERD 2015 CHAIRMAN YORK COUNTY BOARD OF SUPERVISORS (BOS)

"Economic development continued to be a Board of Supervisors' focus area in 2015. The Board's investment in economic development product, combined with maintaining our superior quality of life, is already beginning to show positive results, as exemplified by Marina Electrical Equipment's plans to expand in Busch Industrial Park."

## RICK MOBERG 2015 CHAIRMAN YORK COUNTY ECONOMIC DEVELOPMENT AUTHORITY (EDA)

"I am very pleased with our new emphasis on entrepreneurs and home-based businesses as a strategy to help build the County's commercial tax base. Start Peninsula 4.0 and the Home-Based Business Resource Fair and Conference were highly successful 2015 events aimed at growing these business sectors."



## EDA-OWNED PROPERTY



The EDA approved the sale of **5.51 acres in Busch Industrial Park to Marina Electrical Equipment** for a new manufacturing facility. The parcel was subdivided in November and the property sale is expected to close early in 2016. Marina Electrical Equipment is currently located in Busch Industrial Park and, due to their rapid growth, they need a larger manufacturing facility. They plan to construct new facilities totaling 14,500 square feet on the 5.51 acre tract.

The EDA sold their **last parcel in the York River Commerce Park in May to Spain Commercial** for the construction of light industrial flex space. Spain has already started construction of the new building that will be over 18,000 square feet on the 4.94 acre parcel. This type of space has been very attractive to a wide variety of companies and several businesses have already expressed interest in the new building.

## EDA INCENTIVES: ALEWERKS, VIRGINIA BEER, & BRASS CANNON

The EDA leveraged just \$88,000 of incentives to garner over \$2.56 million dollars of commercial investment in return. This investment was comprised of grants to three local businesses, including Virginia Beer Company, Brass Cannon Brewing, and Williamsburg AleWerks, all craft breweries!

## SPOTLIGHT: ADRIAN EVANS

Adrian served on the EDA for five and a half years, beginning July 2009, and ending January 2015. Adrian had a long and highly successful career with Southland Corporation and his experience in corporate real estate management was very beneficial to the EDA. Adrian served on the EDA's Real Estate and Riverwalk Landing Committees. He was a dedicated member of the EDA and rarely missed a meeting or a special event. Adrian's move from Kiln Creek to James City County resulted in his departure from the EDA.



## DEMOLITION LOAN PROGRAM ESTABLISHED

In 2015, the EDA began promoting the Demolition Loan Program, which **provides forgivable loans to cover the costs of the demolition** of qualified, underused commercial properties in highly-visible corridors, in order to help move these properties to the redevelopment market. The program offers up to \$20,000 per structure and the loan will be forgiven if the property taxes associated with subsequent improvements on the property exceed the loan amount within ten years.

## UNDER CONSTRUCTION



**Smith/Packet**, a multi-state, senior-living facility developer, broke ground on a new assisted-living community near the intersection

of Hampton Highway and Victory Blvd. The 102-unit facility called The Crossings on the Peninsula will employ 75-100 full and part-time employees. The nearly \$12 million state-of-the-art facility plans to open in the summer of 2016.



**The Virginia Beer Company** announced plans to open York County's second craft brewery at 401 Second Street in a former auto-repair facility. The 10,400 square foot building will be completely renovated to include a brewing area, a 2,000 square foot tasting room, and a large outdoor patio area.



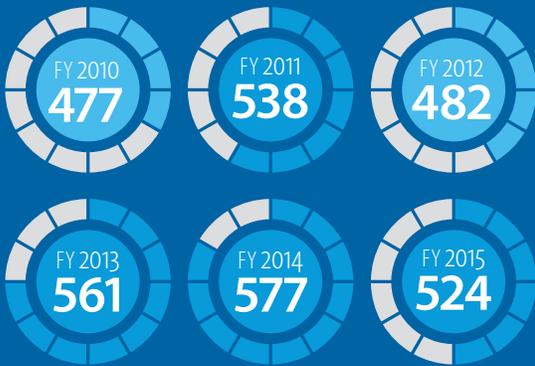
A groundbreaking ceremony was held in April for **Baeplex**, an Asian-influenced martial arts and wellness campus. The project includes outdoor exercise and meditation spaces, trails, and gardens, as well as indoor martial arts, yoga, and massage areas. In November, the 6,400 square foot main building opened for business. Two additional buildings will be completed by 2018.



In May, **Kroger** closed its existing grocery store in Kiln Creek to open its new larger 90,000 square foot concept store next to Kmart, a location with much higher visibility. The new space represents a \$16 million investment and features a floral shop, pharmacy, fresh sushi department, and more. Kroger Fuel opened on an adjacent parcel, and co-located within the store are a Starbucks and The Little Clinic.



## NEW BUSINESSES



## E<sup>3</sup> INITIATIVE

The York County Office of Economic Development (OED) launched a new program, titled the E<sup>3</sup> Initiative, which aims to **engage existing employers** in the local economic development process, with the overarching goal of continually improving the County's business environment.

The program consists of a diverse group of 44 local executives from a variety of County businesses, sectors, and industries in the community. Two meetings were held this year (in the future the group will meet quarterly) to network and discuss a range of issues that affect businesses in York County. The group is called upon, as needed, to assist with several economic development functions and serves as a combination of Ambassadors Team, Focus/Roundtable Group, and Advocacy Alliance.



**Initiative**  
YORK COUNTY ENGAGING EXISTING EMPLOYERS

**DID YOU KNOW:  
RIVERWALK LANDING  
CELEBRATED 10 YEARS**



# ROUTE 17 REVITALIZATION

In 2015, construction was well-underway for the **widening of Route 17, from four lanes to six**, from Hampton Highway to Wolf Trap Road. The project, which includes the undergrounding of all utilities, will be completed in three phases and is expected to be finished by December 2016. Phase 1 work, from Hampton Highway to AMF York Lanes Bowling Alley, including the new bridge over the Poquoson River, neared completion. Permanent sign installation and final punch list items still remain and are planned for the beginning of 2016.

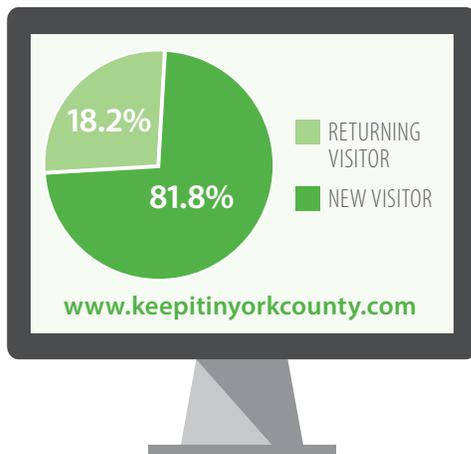
York County staff and officials were aware that the construction and ensuing traffic associated with the widening of Route 17 was causing disruptions and losses for many

of the businesses located in the corridor. To show our commitment to assisting with the mitigation of this impact, the OED implemented many programs and efforts to help those in the affected area.

OED staff visited all Route 17 businesses, compiled an email list of owners/managers who wanted to receive construction updates, news, and related event information, and sent out regular communications to them throughout the year. The EDA hosted several Construction Mitigation seminars and placed local ads and billboards to encourage citizens to support the Route 17 businesses and to buy local. Changes were made to the local sign ordinance to allow businesses in the affected area to display a temporary sign for the entire duration of the construction project. The OED worked with E.V. Williams and VDOT to establish direct contacts for reporting construction-related emergencies.



## BUY LOCAL WEBSITE



FEATURED BUSINESSES  
**1500+**



WEBSITE PAGE VIEWS  
**10,833**



WEBSITE SESSIONS  
**3,863**



AVERAGE SESSION  
**2.29 min**



PAGES/SESSION  
**2.80**



INDIVIDUAL USERS  
**3,195**



NEW AND  
RENOVATED  
BUSINESSES

## REGIONAL INITIATIVES



In the spring of 2015, the communities of James City County, City of Williamsburg, and York County agreed to form a **new regional economic development marketing organization**, the Greater Williamsburg Partnership. The localities agreed to fund the new organization at a rate of \$.95/per capita and the initial Board of Directors would be comprised of the Chairman and Vice-Chairman of each of the localities' Economic Development Authorities along with their Economic Development Directors. The organization received funding for a website from the Crossroads Group and the Historic Triangle Collaborative. At year end, the website was poised for launch. The region was formally recognized by the Virginia Economic Development Partnership as the designated recipient for prospect inquiries for this area of the state. Future plans include contracting for a targeted industry study and organizing the entity as a 501c6.



The three Historic Triangle localities restructured the **regional business incubator** and relocated it to second-floor office space above Paul's Deli in New Town. The name was changed to the Greater Williamsburg Business Incubator and branded as the "Launchpad". The new space will accommodate up to 12 clients and has 2,500 square feet of open space for training and collaboration. The 2015 incubator clients included SponsorBuy, Integrated Vertical Solutions, Hortus America, Indigo Home Shop and iTour Mobile.

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# ECONOMIC DEVELOPMENT EVENTS

## HOME-BASED BUSINESS RESOURCE FAIR & CONFERENCE

### Home-Based Business Resource Fair & Conference

The York County Economic Development Authority and

the York County Chamber of Commerce co-hosted the area's first Home-Based Business Resource Fair & Conference. This informative event featured general sessions on the "Top 3 Items Every Home-Based Business Owner Needs To Know" about various topics, such as taxes, banking, marketing, time management, organization, local ordinances, and much more. Afternoon breakout sessions delved deeper into topics specific to three tracks: Direct Sales & Network Marketing, Home-Based Franchises, and Traditional Home-Based Businesses. The event, which was held on Friday, October 23rd, at the Victory YMCA, was a huge success, boasting over 125 attendees, 20 speakers, and 22 exhibitors.



recognized **Shane's Salon & Day Spa** as the 2015 John D. "Pete" Sterrett Jr. Small Business of the Year, with an award named after York County's first Industrial Development Authority Executive Director.

### 2015 Biz Bash

The York County EDA awarded **Enterprise Holdings** with the 2015 William Rogers "Poor Potter" Award, for their significant capital investment in upgrades to two facilities in the Penniman Road Corridor and for the quality employment opportunities they created in 2014. The York County Chamber of Commerce recog-



## TOURISM



TROLLEY RIDERSHIP  
**88,305**



EVENT ATTENDANCE  
**116,084**



**DID YOU KNOW:**  
THE NEW 80,000 SQ FT MAIN BUILDING OF THE AMERICAN REVOLUTION MUSEUM OPENED



### START Peninsula 4.0

The 4th Annual START! Peninsula Event was held on November 13-15, 2015 at the Applied Research Center in Newport News.

The goal of the **entrepreneurial competition-style event** is to catalyze the creation of high-growth potential businesses by bringing all of the resources (ideas, technical expertise, business acumen, capital, etc.) together on one intensive weekend, to identify the most viable ideas and to invest resources in those ideas to jumpstart the business into a growing entity.

The top three contenders – CoastWize, Occasion Genius, and FrogSkin – were awarded an initial surge of start-up funding, free office space in one of the three Peninsula business incubators, and participation in the DC I-Corps business acceleration program.

For the fourth year in a row, the York County Economic Development Authority co-sponsored this exciting event. Several businesses were born from last year's event and are still vibrant and growing today, some in the Launchpad: Greater Williamsburg Business Incubator.

### Business Appreciation Reception

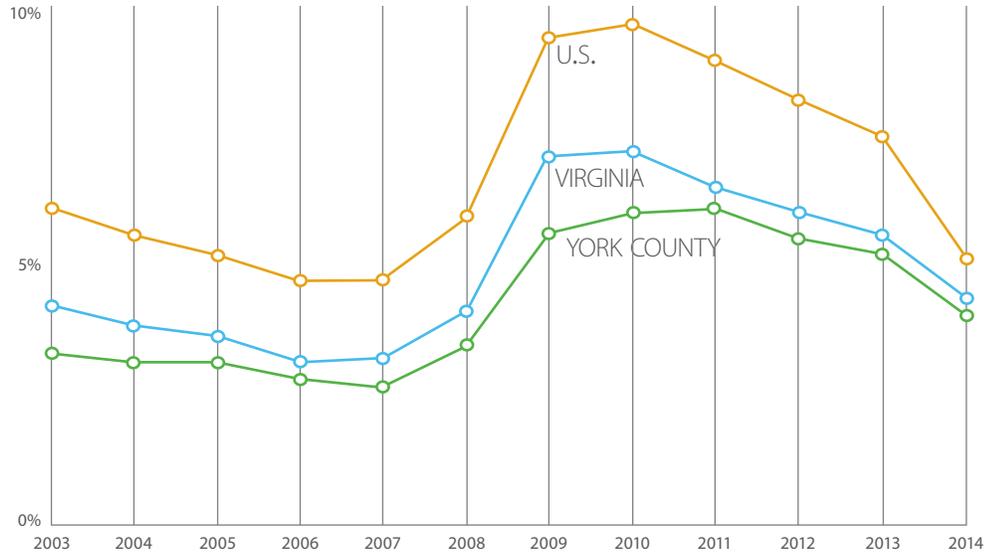
Each year the three Historic Triangle Localities join together to host a Business Appreciation reception, **honoring the region's existing businesses**. Williamsburg hosted this year's art-themed event at the Muscarelle Museum of Art.



**YORK RANKED  
5TH HAPPIEST COUNTY  
IN THE COUNTRY  
BY SMARTASSET,  
JUNE 2015**



## UNEMPLOYMENT TRENDS



\*Source: VEDP 2015 Community Profile

## BUILDING PERMITS

CALENDAR YEAR	RESIDENTIAL PERMITS		COMMERCIAL PERMITS	
	NO. OF UNITS	DOLLAR VALUE	NO. OF UNITS	DOLLAR VALUE
2011	90	18,337,881	80	12,074,821
2012	139	23,194,557	112	9,950,593
2013	259	40,071,209	224	13,425,996
2014	118	38,635,026	196	18,480,147
2015	115	28,943,969	156	28,180,272

\*Source: York County Division of Building Regulation



**DID YOU KNOW:  
SEAFORD TRANSFER  
CELEBRATED THEIR  
25TH ANNIVERSARY**

## TOP EMPLOYERS

NAVAL WEAPONS STATION/  
CHEATHAM ANNEX

**2,956**

YORK COUNTY SCHOOLS

**2,253**

U.S. COAST GUARD STATION

**1,404**

WAL-MART  
(TABB & LIGHTFOOT)

**808**

WATER COUNTRY

**826**

SENTARA WILLIAMSBURG  
REGIONAL MED. CENTER

**759**

YORK COUNTY GOVERNMENT

**717**

GREAT WOLF LODGE

**465**

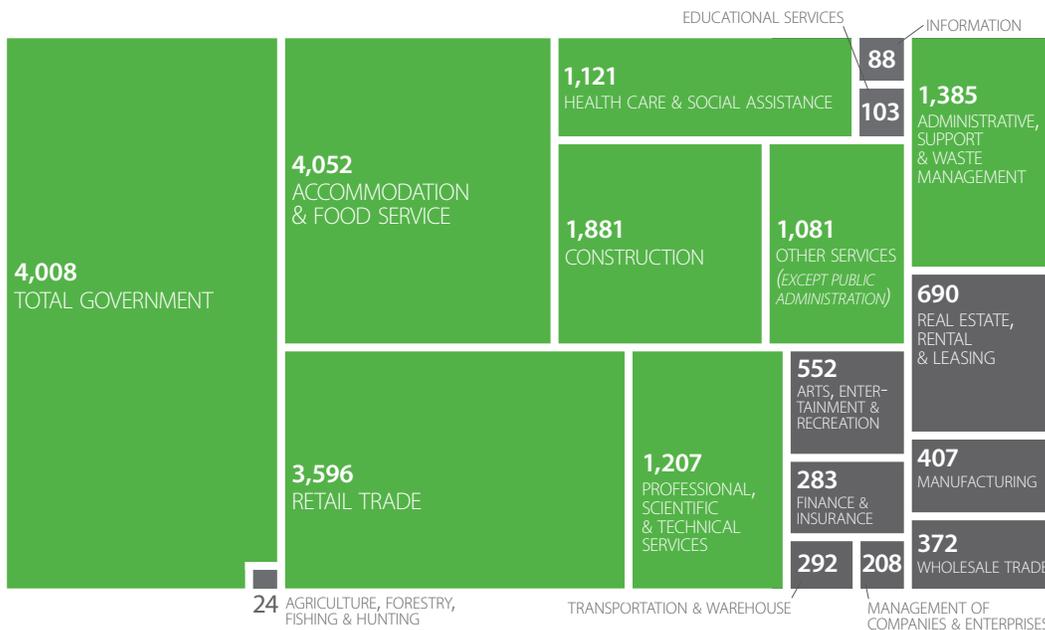
YMCA (TABB & LIGHTFOOT)

**462**

WYNDHAM VACATION  
OWNERSHIP

**295**

## EMPLOYMENT BY INDUSTRY



\*Source: VEDP 2015 Community Profile